CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Shorter Hours May Boost Biz

Wartime Board Said Aiming At Shop Hour Slicing

Of direct benefit to the theatres across the Dominion, particularly those situated in metropolitan areas, will be the early closing laws currently under consideration by the Retail section of the Wartime Prices and Trade Board.

It is thought that 8 p.m. or earlier will be declared the end of the shopping day. This will release clerks in time to eat, wash up and see a movie any evening they please, instead of having to wait for their night off. Not only will the patronage of employees become available but that of shoppers as well.

(Continued on Page 2)

Lew Ayers Joins Army

After six weeks in a conscientious objectors' camp, Lew Ayres, "Dr. Kildare" of the movies, has joined the Army as a non-combatant.

He reported to the Hood River, Oregon, draft board and with 30 selectees boarded a bus en route to the induction centre at Port-

(Continued on Page 2)

Maas Pinch-Hits

Irving A. Maas, foreign service manager of 20th Century-Fox, has been made acting director of foreign distribution, a position left empty by the recent death of Walter A. Hutchinson. Maas will handle the job until the board of directors meets and appoints a successor to Hutchinson.

Bernstein Appointed

Sydney L. Bernstein, chairman of Granada Theatres and managing director of Denham Cinemas of England, has been sent to the United States to act as motion picture advisor to the British Embassy in Washington.

Trucks Banned As Advertising Mediums

The slow-moving truck featuring movie advertising and handing out spiels is a thing of the past. The Wartime Prices and Trade Board has nixed the use of trucks for advertising in any form.

Plenty of special selling has been done through the use of trucks, particularly in foreign districts. But James Stewart, Service Administrator, said that, since every effort is being made to conserve rubber, mechanical equipment and manpower for the movement of essential goods, truck advertising is a wasteful practice that will no longer be permitted.

Strange Thinking Of Gin Rummers

Saturday afternoon, when all is peace and quiet On the Square, the gin rummy devotees have at each other with the pretty pictures. There's usually a couple of games going.

The way gin rummy addicts think is something that puzzles plain people. Last Friday afternoon some gin rummers were talking.

"I hope it rains tomorrow afternoon," said one. "I'll play gin rummy."

"But," said the second, "you play rain or shine, so you'll play just the same, won't you?"

"Oh, sure," answered the first one. "But if it rains I won't eat my heart out!'

Disney Drops Features

Walt Disney, after releasing "Bambi" next month, will make no more features while the war lasts. The preliminary work on "Peter Pan" and "Alice in Wonderland" has been dropped. The program calls for shorts only.

Dave Fleisher has followed suit.

Joe K. Watson Dead

Joseph K. Watson's famed burlesque star of other days, who had many friends in Canada, died in Hollywood recently. He was a brother-in-law of Syd Taube. Victor Travers, another Canadian, conducted the Masonic Rites at the funeral.

Rittenberg's Garden

Norman Rittenberg, who operates the Orpheum Theatre, Toronto, has acquired the Garden Theatre. It was formerly a B & F house.

Garden is being closed for extensive alterations and will be reopened later.

Mason Wins Unusual Case

After deliberating only 35 minutes a Nova Scotia Supreme Court jury sitting at Pictou dismissed a suit for damages brought by Mrs. Carrie Best, colored, of New Glasgow, against N. W. Mason, manager, and the Roseland Theatre Co., Ltd., as a result of being ejected from the theatre on the afternoon of Dec. 29, 1941.

Mrs. Best had brought action

(Continued on Page 3)

Hatch to Marry

George Hatch, popular air-conditioner, and Dorothy James will be married the first week in June. This comes as a surprise to George's friends in the business, who would have sworn that he had passed up any such ideas.

George's many friends in the industry are happy about his intentions.

Hollywood Victory Caravan Ends After Netting Nearly $750,000

Hollywood's most spectacular contribution to the USA's war effort, the star-studded Victory Caravan, has ended its cross-country tour of 13 of the nation's principal cities in San Francisco. Playing to capacity crowds, the Caravan will have grossed between $600,000 and $750,000 for the Army and Navy Emergency Relief Funds when it rings down the final curtain.

The Caravan was launched from Washington, D.C., on April 30 with all the fanfare merited by a show boasting of Bob Hope as master of ceremonies and James Cagney, Cary Grant, Claudette Colbert, Olivia de Havilland, Merle Oberon, Laurel and Hardy, Groucho Marx and Bert Lahr, to mention only a few, as performers.

This showman's dream show smashed entertainment records wherever it stopped. In Chicago its gross of $90,000 was the largest sum ever taken in by one theatrical performance. Nineteen thousand persons paid $87,000 for tickets, the other $3,000 was for kisses. A kiss by Claudette Colbert was worth $1,000, while Merle Oberon's luscious lips netted $600. Cary Grant and Bob Hope gave one female Chicagoan a sample of their screen technique for $700, which was a bargain.

Although eminently successful, the Caravan will probably be the last show of the multi-star type to go on the road. Secretary of Treasury Morgenthau has decided in favor of single-star units.

The show didn't touch Canada.

COPLAN IS VICE-PREXY FOR UNITED ARTISTS

David H. Coplan, general manager of United Artists on this side of the border, has been elected vice-president and director of that company for Canada. Coplan is also the industry's representative at Ottawa.

Canadian Film Weekly

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The Midnight Show

The unofficial news that midnight shows may be restricted to one a year brought exhibitors to a sharp stop. Though the question is still pending and the decision uncertain, opposition to such a possibility has risen sharply.

Why such a step should be considered at this time escapes exhibitors. What is the point and purpose?

Some say conservation of power. But the conservation of power by banning midnight shows is an argument with the least power in it.

Midnight shows use the power supply at a time of day when there is the least demand on it.

No restrictions have been passed on unnecessary lighting so far. Neons blaze all night. Night baseball hasn't been banned. No examination leading to the reduction of wattage in the home has been advised. No suggestions or demands have come from the Toronto Hydro-Electric Commission, the Hydro-Electric Commission of Ontario or the office of the federal Power Controller.

No single industry has received special advice and mission, the Hydro-Electric Commission of Ontario or the night shows?

What About Morale?

The leading men in Canada, England and the United States have praised the movies as the leading factor in keping up the morale of the people, as well as the main source of general information. Have they been kidding us?

The exhibitor has been led to believe that he was serving a patriotic purpose by providing as much entertainment as possible. Now he may be told, through a ban on midnight shows, that fewer shows means more patriotism.

Midnight shows were comparatively few before the war. The demand for them is obviously a war need. Many exhibitors, harking to the demand, have kept them going in spite a preference to be home.

Many USA exhibitors have had to run special 10 a.m. and 2 a.m. shows for the convenience of defence workers. We have a similar situation in Canada in many areas of defence work. The staggered hours and broken shifts make it hard for munitions workers to get relaxation at the usual hours.

Many soldiers get leaves from 6 p.m. to 6 p.m. starting on Sunday. A midnight show gives them a chance to take in a movie and have the daylight hours to themselves.

The latest news from Australia is that Sunday shows for American and Australian servicemen have been allowed for the first time. And at the continued demands of the Morale Division of both armies. We have no Sunday shows in Canada and there's no demand for them. The midnight show goes a long way to serve the soldier and civilian with unusual or limited hours.

Obviously the people in uniform and out want them. Why stop them without a substantial reason?

From a Democratic Standpoint

The difference between the normal way of life in our countries and in those of our enemies is free movement. The Axis countries, even in peacetime, tell its unfortunate subjects what to do and when and how to do it.

Restrictions on free movement is admittedly temporary with us and has been invoked only to assist in ultimate victory. It is not true to the spirit of Democracy to fall in with any Axis pattern of thought. But total war often makes extraordinary measures necessary.

It helps our understanding of the struggle not to restrict personal liberty any more than is necessary. Only when it can't be helped should this be done.

Movies are an integrated part of our national life. The industry is non-essential but the American attitude is much more liberal toward it than ours. Hollywood has been asked to keep turning them out and exhibitors have been asked to keep showing them.

In Canada we have the National Film Board to offer the government's viewpoint to the people. Hundreds of thousands of dollars are being spent for this purpose. Is it logical to withhold Ottawa's messages from one crust of our nation?

It has been shown in those places where midnight shows have been banned by local legislators that the erstwhile patronage does not spread itself over the rest of the week. The messages are lost to these would-be moviegoers—and so is their tax yield for bombs, etc.

Any move to bar midnight shows at this time would be skating ahead of the puck.

Early Closing May Boost Shows

(Continued from Page 1)

A number of retail fields here shortened store hours voluntarily in the last year, leaving employees with the evening free.

Though no definite information has been issued by the Board, an official stated that many requests had reached its offices asking for early closing. At present committees of the Toronto City Council are discussing by-laws that will cause druggists and tobacconists to close at 10 p.m.

A. G. Frame of the Retail Merchants Association said that the majority of sentiment favored early closing. His association, along with others, has been requested by the Board to make a survey of closing hours.

The Toronto and District Business Men's Association, according to its secretary, Orval J. Wyckoff, is trying to agree on general closing hours and present its findings to the Board. This is a move toward self-regulation which began when the Board indicated its interest in early closing.

Merchants have begun to accept the idea of earlier closing as inevitable.

Lew Ayers Joins Army

(Continued from Page 1)

land. Draft board officials said he probably would be sent to the Monterey, Cal., reception centre. Ayres believed he would be assigned to a medical division.

"I do not want to kill and I want only to help my fellow men," Ayres told a small crowd that gathered to see him off. He said he "assumed" the best way he could do this would be to join the Army medical corps.

The Ayres affair precipitated a first class box office crisis. No sooner had the actor been enrolled in a conscientious objectors' camp than hundreds of theatres throughout the country withdrew the current Dr. Kildare pictures, in which Ayres played the title role.

The powerful Balaban & Katz circuit, controlling more than 100 theatres in the Chicago area, killed the series on its own volition. Other theatre management organizations withdrew Ayres' vehicles when pressure groups threatened boycotts.

But then a reaction set in against what was termed an hysterical outburst of war nerves. Ayres, who ascribed his anti-war sentiments to the influence of that powerful anti-war film "All Quiet on the Western Front," in which he starred, found defenders.

Colleagues, columnists and motion picture executives counselled tolerance. Both they and the public realized this war is being fought to preserve individual rights. While most people disagreed with Ayres' views, he was, as a citizen of a democratic nation, entiled to hold them without fear of persecution.

M-G-M sales executives took an informal poll of public opinion. As soon as they were convinced that the public was in a more receptive and understanding frame of mind, they ordered the release of the latest Ayres film. On the other hand, the M-G-M studio remade at a tremendous cost, a film under production replacing Lew Ayres with another actor.

'Desert Song' Again

Warners will film "The Desert Song" in Technicolor, the studio's first tint picture since "Captains of the Clouds" was produced in February.

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Mason Wins Unusual Case

(Continued from Page 1)

against the Maritimes showman for assault and against the company for revocation of her license to witness the performance. J. H. Power, K.C., acted for the plaintiff and E. M. Macdonald, K.C., for the defendants.

The plaintiff testified that on Dec. 27, when she attempted to buy a ticket she had been told to go to the office and there she was told that all colored people must sit upstairs. She said that she had been attending the theatre for 15 years and had always sat downstairs. The reply was that this fact had been causing trouble with other members of her race and henceforth no distinction would be made.

On Dec. 29, Mrs. Best, with her son, Calvert, and asked for two downstairs tickets, depositing 50 cents, the exact amount. The cashier passed over two upstairs tickets and 10 cents change. Mrs. Best ignored the tickets and told the ticket-taker that she had left the money at the wicket. Erskine Cumming, assistant manager, asked her to go upstairs three times before he called the police.

In his charge to the jury, Mr. Justice R. H. Graham pointed out that while theatres might invite the public through advertisements in the press to attend their performances, the management had the same right to exclude anyone from the theatre as the ordinary citizen had to exclude anyone from his home, unless a contract had been entered into by the sale of a ticket. In this case the sole question was whether such a contract had been entered into; any other questions which it had been attempted to raise were irrelevant.

The questions submitted to the jury, and their answers, were as follows:

1. Did the defendant company's ticket seller sell any tickets to the plaintiff? No.

2. Did the defendant company's ticket seller sell the plaintiff a downstairs ticket? No.

3. Did the plaintiff know that the defendant company would not sell her a downstairs ticket? Yes.

4. Had the plaintiff any reasonable ground for thinking the ticket seller sold her a downstairs ticket? No.

5. Did the plaintiff do as she did because she knew the defendant company's ticket seller would not sell her a downstairs ticket? Yes.

6. Was any more force used to remove the plaintiff than was necessary? No.

7. What damage, if any, did the plaintiff sustain? None.

That Man "Fitz"

I was loafing through a volume of Publix Opinion, made up of issues from November 8, 1929 to June 13, 1930, and came across many things extremely interesting today. The Publix collection of issues must be a gold-mine for all interested in the realities of theatre operation. They reached this desk through the courtesy of Pete Harrison, manager of the Capitol, Cobourg.

In that boom period stars like Buddy Rogers, John Gilbert and Conrad Nagel were causing lobby congestion. Such pictures as "The Kibitzer," "Love Parade" and "The Trespasser" were being offered. The press was still marveling at the talkies and the new Hays Office Code was receiving national comment.

A name familiar to Canadians today cropped up often in Publix Opinion—that of J. J. Fitzgibbons, now head of Famous Players in Canada. He was then Division Director of New England for Publix.

On his promotion to special company activities 350 associates, friends and public dignitaries gathered in the Somerset Hotel, Boston, at a banquet in his honor.

"Mr. Fitzgibbons," Sam Katz, president of Publix told the gathering, "represents the highest standards of Publix. In developing the amicable relationship between Publix and the public; in nurturing this friendliness of the public; in looking after its welfare and safety; in extending it the utmost courtesy and consideration at all times, he has symbolized the character of our organization."

And that is what, according to Canadian film folk, J. J. Fitzgibbons brought with him to Canada—and never lost. This personal love for public service has served the Canadian motion picture industry and the Dominion at a time when these qualities are in greater demand than at any time in our history. One hears again and again of the easy approachability and unassuming nature of the person known universally and affectionately as "Fitz."

He Started From Scratch

An interesting brevignette of J. J. Fitzgibbons from the files of Publix Opinion is this:

"To start from scratch in life's handicap race and come out a winner is perhaps the briefest way to describe J. J. Fitzgibbons.

"The opening scene of this brief biographical play finds us in an orphanage some thirty years ago where a little fellow was toddling around with his companions. As soon as he was old enough he entered the services of Pathe as a news cameraman. Following his news camera work, he entered the field of commercial photography, remaining for some time. Next he became interested in handling various kinds of amusement enterprises until he became owner and operator of a chain of theatres in Long Island, New York.

"Rapidly gaining a reputation as a successful theatre operator, he came to the attention of Mr. Sam Katz, who appointed him District and then Division Manager, with well over one hundred theatres under his direct supervision.

"His pronounced personal characteristics are kindliness, keen alertness and rare ability to make quick, effective decisions."

* * *

The Season's Officially On

Some of the film belt boys, such as Dave Coplan, Abe Cass and Wolfe Cohen, have been doing some early fishing as guests of Arthur Gottlieb at his Quebec lodge. There, joined by Columbia's Jack Cohn and other folk from both sides of the line, they have been alternating between looking for fish outdoors and indoors. Indoors it takes the form of gin rummy. Abe Cass and Wolfe Cohen were most successful at the indoor version. However, their will always be a permanent question of their superiority, since both were the score-keepers!... Alec Starkman, the York's popular projectionist, is in the army now... Shael Levey, formerly of Columbia here and now of Warners' publicity in New York, is home on vacation before entering the USArmy.

No Fan Photos During Wartime

The fan photograph is out for duration. The pinch of both negative and positive film, the near rationing of photograph printing paper, the "only for essential use" sign on developing chemicals, will necessitate an immediate order for the refusal of all fan photographs.

Studios are now thumbing ways and means of best breaking the news to the thousands of fans who write in every week for the photos, some inclosing the 25 cents, others nothing. Of course, the money will be returned, the requests answered and a further request that the fans tell their friends that for the duration, no more photographs.

A check indicates that Hollywood has been sending out an average of 20,000 star photographs every week. This saving in film, printing paper and chemicals will make a lot of ammunition and keep the industry on a better relationship with WPB for the necessary negatives, positives and chemicals for press photographs and essentials for the moving cameras.

Yanks and Aussies Get Sunday Shows

The Australian cabinet has decided to permit one movie and one stage show each Sunday night for soldiers, sailors and airmen. Civil patronage will not be allowed.

The decision was regarded as a victory for the morale sections of the USA and Australian armies, who have been agitating for Sunday soldier shows for some time.

Col. Cooper Heads Fire Prevention Ass'n

Col. John A. Cooper, chairman of the Board of the Canadian Motion Picture Distributors' Association, was elected president of the Fire Prevention Association at its annual meeting in Ottawa.

For 15 years Col. Cooper has represented the Canadian motion picture industry in the fire prevention organization. The Hon. J. L. Ilsley, Minister of Finance, is the honorary president.

Want Graft Back

Extortion payments made to Willie Bioff and George Browne by officials of four major companies were "illegal" regardless of whether from a practical point of view they benefitted the companies, according to an opinion handed down in New York by Supreme Court Justice McGeehan in passing on an application to examine officers and directors of Paramount before trial.

Digest of Reviews

20th Century-Fox

MOONTIDE

Payoff: Slow but absorbing story of a waterfront tough, played by Jean Gabin, and a disillusioned dame, Ida Lupino. The big buildup for Gabin will draw the curious and the lovers of grim drama among them will receive much satisfaction here.

What Goes On: Gabin, a killer when drunk, saves Lupino from suicide and love sets in. It changes their lives but not before Thomas Mitchell, who has been living off Gabin's earnings as a dockhand by blackmailing him about a past killing, has caused much trouble and is forced to his death by the victim.

Sizeup: Gabin, though not good-looking, has much personality and touches a new high in screen masculinity. He is a fine actor with a kind of brutal charm. Claude Rains does a good job as a philosophical old fellow. There's a good supporting cast.

MY GAL SAL

Payoff: A lush job with the luscious Rita Hayworth and the dame-killing Victor Mature. It's as round and full of pleasant, cheery stuff as a beer barrel. Plenty of toe-tapping refrains and limned in crackerjack color.

What Goes On: Well, Mature is a brash young song-writer whose tunes are a stock-in-trade of musicomedy star Hayworth. He wants her and she doesn't want him but gets him just the same. Of course, he loses her once but it's all right, he gets her again—in time to go home.

Sizeup: There's no doubt of its quality as a grosser. It's supposed to be the story of Paul Dresser, and all his hits, supported by added ones by studio tunesmiths, are featured against an 1890 background. The consistent entertainment hides the lack of sharp comedy. John Sutton, Carole Landis, James Gleason, Phil Silvers, Walter Catlett and Mona Maris back the stars.

Vitagraph Shorts

HUNTING DOGS AT WORK (Sports Parade)

Clever canines being taught to flash through the woods, flush the bird and fetch it when grounded. Full of the varied tints of autumn and the cute capers of the sophomore pups.

THEN AND NOW

The story of movement from feet to flying. Everything that moves with man attached to it, from the hurdy-gurdy to the clipper ship, is shown progressively and amusingly.

LEO REISMAN AND HIS ORCHESTRA

Smooth melodizing against interesting settings. Starts off with a blareless rendition of St. Louis Blues and follows with three current numbers, one with a vocalist.

DOG TIRED (Merrie Melodies)

Two perky pups loose in a zoo scamper through a series of funny doings.

HORTON HATCHES THE EGG (Merry Melodies)

An elephant named Horton pinch-hits for a gadabout mother bird and hatches her egg, remaining faithful through snow, rain and capture. When the long sit is about finished the momma bird, heel that she is, wants the result. But the result is an elephant with winged ears. The momma bird chirps in Hepburn tones throughout and the swell color scenes are talked up by a versifying narrator. This is an uncommonly good cartoon.

THE WABBIT WHO CAME TO SUPPER (Merrie Melodies)

Bugs Bunny, hare-brained and smart-alecky, goes in for blackmail. The hunter is left a pile of dough by a deceased uncle on the condition that he'll be kind to animals. The rabbit moves in on him and takes over.

THE PACIFIC FRONTIER

A series of peace-time sequences in color of the Pacific areas now in the war zone. Beautiful and informative. Shows Wake Island, Pearl Harbour and all the spots now part of history.

Universal

MISSISSIPI GAMBLER

Payoff: Routine melodrama.

What Goes On: Kent Taylor is a reporter who exposes a gambling czar. The czar, John Litel, is hiding behind plastic surgery but his abandoned girl friend, Claire Dodd, and his dog, are the finger-pointers. Taylor runs into Francis Langford while chasing Litel around the country.

Sizeup: There's no mystery as to identity but the audience is curious about what trick will provide the showdown. Shemp Howard, as a taxi driver, provides the comedy.

Paramount

THIS GUN FOR HIRE

Payoff: This tale of a journeyman killer finds the audience all wrought up for a couple of reels, then eases up. But it stays unusually interesting all the way.

What Goes On: Allan Ladd is the piece-work assassin doing the bidding of double-crossing Laird Cregar. Veronica Lake is a songstress who takes a job in Cregar's night club to help her cop-boyfriend, Robert Preston, catch Ladd and Cregar. Ladd is taken while bent on Cregar's bumping-off and pulls a redemption finish by shaking Axis agents out of their secrets before being killed.

Sizeup: A mighty good melodrama, though Veronica Lake seems somewhat mild about what's going on. Allan Ladd's performance as a half-cracked killer is a standout and makes the picture.

RKO-Radio

SYNCOPATION

Sizeup: Solid stuff for the swing-and-sway citizens. The music is the big thing here and so the picture becomes a gallery of jazz styles from then to now. Has top names in that field.

What Goes On: What goes on is somewhat erratic, since it goes on all over the place. Jackie Cooper is a poor musician who meets Bonita Granville, well-brought-up gal from New Orleans with a love for exclusively Negro music on the piano. Cooper becomes a convert but can't get a chance to peddle his new musical faith. He finally does and the public is sold. So they're happy from then on.

Sizeup: Names a-plenty—Adolphe Menjou, George Bancroft, Todd Duncan, Connie Boswell, Benny Goodman, Harry James, Alvino Rey, Charlie Barnett and others. The ingredients don't jell to make the tasty dish they should, but it's still good entertainment in a specialized way.

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The Canadian Red Cross Society's accounts are subject to scrutiny by the Auditor General of Canada.

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This space contributed by Twinex Century Theatres Corporation

Man, It's Hot In There!

(SECOND ARTICLE)

How to Guard Against Trouble With the Ventilation System— Repairs Aren't Easy Now

EVAPORATE COOLING SYSTEM

(City Water Washed Air)

THERE are perhaps more systems of this type of system in operation among theatres throughout the country than any other. The evaporative cooling system does not use a compressor, ice machine, or cooling coils. Its basis, of course, is the blower, plus the spray type cooling chamber (Air Washer). This type of eva porative cooling system has been in use for a number of years, and there will be such systems found in almost every locality. Within the last few seasons, an evaporative cooling system which does not use the spray type cooling chamber, but instead, an evaporative type pad or mat, has sprung into popularity, and such systems require considerably less attention because of the simplicity of the equipment, itself. We will deal with all of this equipment so that owners and operators of any type evaporative cooling system can take proper measures to protect against costly shut-downs.

Blower, Motor and Control: Since these parts are identical to the blower, motor, and control used in a blower ventilating system, refer to the preceding paragraphs in which we have suggested how to best guard against trouble and what parts may be difficult or impossible to replace.

Cooling Chamber (Spray Type Air Washer): There is a great deal that can go wrong or that may need replacement here. However, these precautions should be taken. Drain the water from the tank, clean out the tank, and then refill it at least once a week during the summer season when the air washer is being operated. While the water is being drained, the screen in the suction chamber should be scrubbed and dirt cleaned out of it before it is replaced in the cooling chamber. The spray nozzles should be cleaned once a month, or oftener. Sometimes dirt from the water will clog one or more of the nozzles. When this happens, the nozzle head can be removed with a wrench, cleaned thoroughly, and then put back on.

The water level in the air washer should be watched so that it is properly filled to the correct level. The water line to the float valve should remain open so that the water may freely enter the tank of the cooling chamber when required. The float valve regulates the admission of the new fresh water, of course. At the end of the operating season, it is extremely important that the water be completely drained from the tank, and the tank then cleaned out so it will be ready for the following spring. Paint the water tank on the inside with rust resisting paint, as this will greatly prolong the life of the cooling chamber. In addition to the tank, however, all of the piping to and from the air washer should be completely drained. For this purpose, most manufacturers provide a plug in the spray header. One might just as well at the same time remove the overflow pipe and put grease on the pipe threads to prevent rusting.

Recirculating Pump and Motor: The bearings on the motor which drives the pump must be properly lubricated, and must be checked so that dirt and grit cannot enter the housing. Here again remember that the bearings are going to be difficult to obtain, and that proper lubrication of the bearings in the motor is vital. On the pump, the packing glands should be examined periodically. When the pump is being started up at the beginning of the season, it should be rotated a few revolutions by hand to be sure there is no binding due to misalignment, pipe packing etc.

The same precautions with respect to keeping the motor properly fused as were given in preceding paragraphs should be followed out. Also, the pump bearing should be lubricated with vaseline or light high-grade grease, and the pump itself should be primed. At the end of the season, it is very important to drain the pump casing by removing the plug at the bottom of the casing which is provided for that purpose. Wipe the pump shafting and the bearings with waste soaked with oil to prevent rusting, and cover both pump and motor with canvas or some other adequate protection.

Deep Well Air Conditioning Systems

Blower, Motor and Control: Here again, the same blower, motor, and control are present, and need constant checking to guard against later troubles. In normal times, the blower is one item which probably has received less care, and has given less trouble than any other mechanical piece of equipment that we can recall at the moment. However, knowing what vital parts can go wrong, and which cannot be replaced, we repeat the words of caution which are intended solely for complete protection.

Spray Type Dehumidifier (Air Washer): If the system uses a spray type dehumidifier (incorrectly called air washer) the points mentioned in reference to the air washer used with evaporative cooling system should also be followed out. Although the type of cooling chamber is somewhat different, the same principles of care and attention are involved. However, there are additional matters that should be checked as follows:

If the cold water is admitted to the cooling chamber through an automatically controlled cold water valve, the plumber should be called in to make certain that the valve has been correctly drained of water at the end of the season, and that it is functioning properly when the system is placed in operation the following spring. The fresh water line should be cut off so that no water will remain in this line during the winter season when the system is not operating. There is little probability of trouble from the cold water valve, but these precautionary measures are advised.

If the system uses coils through which cold water is run, make doubly sure that every bit of water has been drained from the coil at the end of the operating season. Water remaining in the coils will freeze, expand, and split the tubes, or the pipe bends. Copper and aluminum coils cannot be replaced during the present emergency, and although coil manufacturers are now working on steel coils, loss due to system shut down and cost of replacing these expensive materials will indeed be great.

Military Expert Boost War Films

Motion pictures based on the current war and authentically produced, perform a valuable national service, Major George Fielding Eliot, noted military writer and analyst, declared during a visit to the Paramount studios to watch the filming of "Wake Island," drama of the U.S. Marines' heroic defense of the Pacific outpost.

"Such a picture will be extremely valuable not only as a public morale-builder, but also as an accurate and dramatic presentation of a living war," Major Eliot said. "It shows the people what our armed forces have done and what they must face."

An Added Service

As an additional service to Ontario exhibitors, we are pleased to announce the opening of a

PROJECTION REPAIR SHOP

in TORONTO

Under the supervision of

EARL V. ARMSTRONG

This extension of our facilities comes at a time when conditions demand that the useful life of existing projection equipment be prolonged in order to conserve essential metals urgently required for the United Nations War Effort.

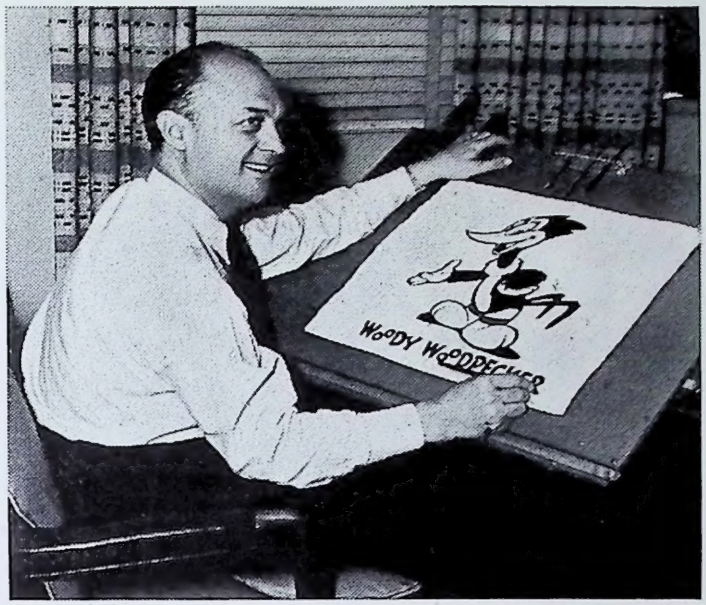
We invite your repair business and promise careful and efficient workmanship.

DOMINION SOUND EQUIPMENTS
LIMITED

114 BOND STREET - - - - - TORONTO

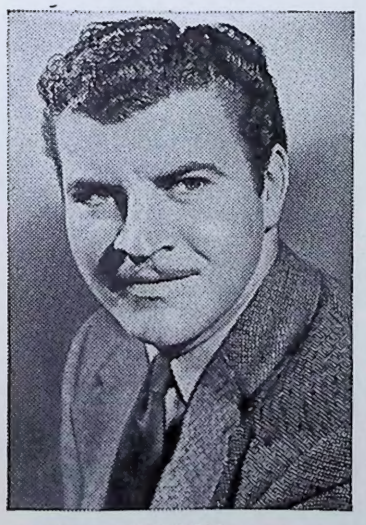
Snips and Snaps . . .

BARBARA STANWYCK will soon be seen in "The Great Man's Lady" opposite Joel McCrea and Brian Donlevy in a striking dramatic role which Paramount claims to be the most difficult assignment ever given a woman star.



Universal has a new cartoon star in Woody Woodpecker, a technicolor bird created by cartoon producer Walter Lantz. Woody has been chosen by the 31st Observation Squadron of the Army Air Corps as its official mascot, and the screwy bird now adorns every plane in the unit.

RODEO RIG: It looks like strictly a movie cowgirl costume, perhaps—but Barbara Moffett, lovely 16-year-old blonde recently signed by RKO Radio, is no "Phoney" around a horse. She learned to ride at the age of four, owned her own horse when she was twelve, and only a year ago was appearing at rodeos throughout the West. She also shoots and ropes with facility.



ROBERT PRESTON does his best super snooping in the forthcoming thriller, "This Gun For Hire," when he smokes out a professional killer, Alan Ladd, without burning up the girl they both love—blonde scorcher Veronica Lake.

George Raft, Pat O'Brien, Janet Blair and Brod Crawford combine their talents in Universal's new production of the hit play "Broadway" Bruce Manning's filmization brings back to screen life the gay days of the "roaring twenties"

Florence Rice and Alan Baxter, who are together in Monogram's "Borrowed Hero."

Today's Most Important Film

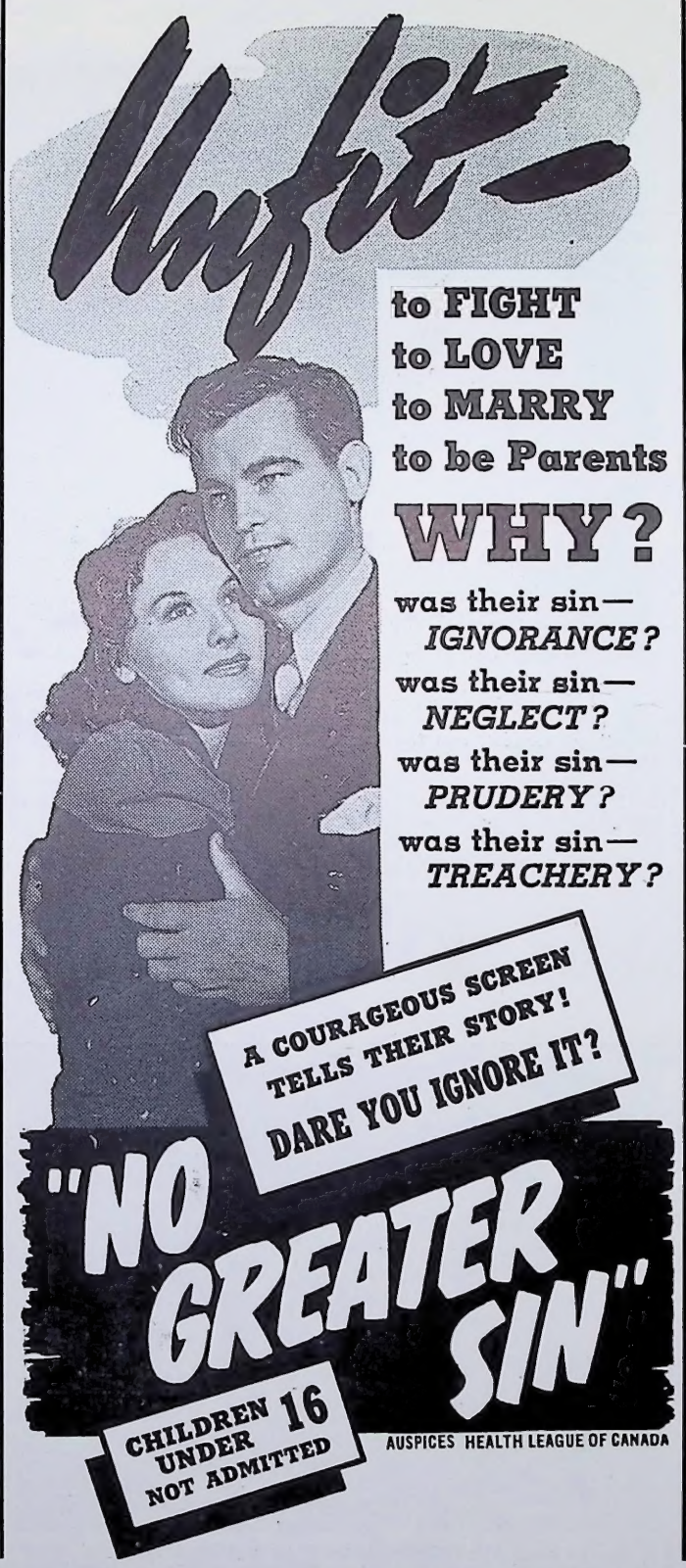
REASON No. 1

MR. EXHIBITOR:

Your theatre will gain PRESTIGE and you will win GOODWILL and CONGRATULATIONS from every prominent citizen by performing the very important public service of making it possible for a fighting Canadian nation to see:

'No Greater Sin'

Auspices Health League of Canada



REASON No. 2

MR. EXHIBITOR:

'No Greater Sin'

Will Put a Past Tense to Your Present

BOX-OFFICE RECORDS

ENDORSED
by Leading Officials of Government, War Work Organizations, Doctors, Military Officials, Service Clubs, etc. . . .

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